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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/835,559	04/17/2001	Mark T. Corl	2916-0129P	5910

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EXAMINER	
HUYNH, SON P	
ART UNIT	**PAPER NUMBER**
2623	

SHORTENED STATUTORY PERIOD OF RESPONSE	NOTIFICATION DATE	DELIVERY MODE
3 MONTHS	04/12/2007	ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

If NO period for reply is specified above, the maximum statutory period will apply and will expire 6 MONTHS from the mailing date of this communication.

Notice of this Office communication was sent electronically on the above-indicated "Notification Date" and has a shortened statutory period for reply of 3 MONTHS from 04/12/2007.

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Office Action Summary	Application No.	Applicant(s)	
	09/835,559	CORL, MARK T.	
	Examiner	Art Unit	
	Son P. Huynh	2623	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE *03* MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on *20 February 2007*.

2a)☐ This action is **FINAL**. 2b)☒ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) *1-3,5-22 and 27* is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1-3,5-22 and 27* is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☒ The drawing(s) filed on *08 February 2006* is/are: a)☒ accepted or b)☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a)☐ All b)☐ Some * c)☐ None of:

1.☐ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☐ Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date _____.
4) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____ .
5) ☐ Notice of Informal Patent Application
6) ☐ Other: _____.

DETAILED ACTION

Continued Examination Under 37 CFR 1.114

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 11/02/2006 has been entered.

Response to Arguments

2. Applicant's arguments with respect to claims 1-3, 5-22, 27 have been considered but are moot in view of the new ground(s) of rejection.

Claims 4, 23-26, and 28-32 have been canceled.

Claim Rejections - 35 USC § 101

3. 35 U.S.C. 101 reads as follows:

> Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement

thereof, may obtain a patent therefor, subject to the conditions and requirements of this title.

4. Claims 1-3, 5-22, and 27 are rejected under 35 U.S.C. 101 because the claimed invention is directed to non-statutory subject matter.

Claims 1-3 and 5-22 are rejected under 35 U.S.C. 101 because the claimed invention is directed to functional descriptive materials.

Page 52 of Interim guidelines states "a claimed computer-readable medium encoded with a data structures defines structural and functional interrelationships between the data structure and the computer software and hardware components which permit the data structure's functionality to be realized, and is thus statutory."

Claims 1-3, 5-21 recite a "a memory readable by a computer device and to contain program and system information protocol data (PSIP) about digital television (DTV) content, the memory being organized to contain a data structure comprising:" The data structure contained in the memory is not necessarily define structural and functional interrelationships between the data structure and the computer software and hardware components which permit the data structure's functionality to be realized. It is thus non-statutory.

Claim 22 recites "a method to generate program and system information protocol data about digital television DTV content, the method comprising: generating...." is an

abstract idea. It is not practical application that produces a useful, tangible, and concrete result (see Interim guidelines, pages 19-22, 36-39).

Claim 27 recites "a method to generate an extended program guide display about content in a digital television (DTV) stream of data packets, said method comprising: receiving said DTV stream of data packets, said stream contain..." is an abstract idea. It is not practical application that produces a useful, tangible, and concrete result (see Interim guidelines, pages 19-22, 36-39).

Claim Rejections - 35 USC § 112

5. The following is a quotation of the first paragraph of 35 U.S.C. 112:

> The specification shall contain a written description of the invention, and of the manner and process of making and using it, in such full, clear, concise, and exact terms as to enable any person skilled in the art to which it pertains, or with which it is most nearly connected, to make and use the same and shall set forth the best mode contemplated by the inventor of carrying out his invention.

6. Claims 1-3, 5-21 are rejected under 35 U.S.C. 112, first paragraph, as failing to comply with the written description requirement. The claim(s) contains subject matter which was not described in the specification in such a way as to reasonably convey to one skilled in the relevant art that the inventor(s), at the time the application was filed, had possession of the claimed invention.

Claim 1 recites "a memory readable by a computer device and to contain program and system information protocol (PSIP) data about digital television content, the memory being organized to contain a data structure comprising:.." is not supported by original specification. Instead, the specification discloses **meta-data structures (descriptors) extend the sort of information that can be supplied in a digital television (DTV) signal** that complies with the program and PSIP meta-data specification promulgated for digital terrestrial television according to the ATSC. Such extended information makes it possible for a ATSC compliant receiver to generate an EPG to include visually-compelling information (see bridge paragraph of page 3 and page 4).

Claim Rejections - 35 USC § 103

7. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

8. Claims 1-3, 5-21 are rejected under 35 U.S.C. 103(a) as being unpatentable over "PROGRAM AND SYSTEM INFORMATION PROTOCOL FOR TERRESTRIAL BROADCAST AND CABLE" (hereinafter referred to as Doc. A/65) in view of Ozkan et al. (WO 99/20049) and Knudson et al. (US 6,526,577).

Regarding claim 1, Doc. A/65 discloses a memory readable by a computer device and to contain program and system information protocol (PSIP) data about digital television (DTV) content, the memory being organized to contain a data structure (memory in decoder/receiver contains/stores program and PSIP data about the DTV content, the memory being organized to content a data structures of PSIP tables – see include, but are not limited to, page 9, page 72, page 76, last paragraph, page 89) comprising:

an information type descriptor including an information type identification field that contains a code specifying a data type of information associated with content/data to be displayed on a display screen, the displayed information being associated with a broadcaster or a source of an event in a DTV data stream (e.g. information descriptor such as channel type, table type, service type, etc. including identification field that contain code specifying data type of information such as specific source of video, channel name, text, data, or audio program, length, etc. associated with a virtual channel or an event in EIT table of DTV data stream – see include, but are not limited to, page 14 section 6.1-page 42, section 6.8);

an extended information descriptor including an information expected usage field that includes a first field describing an expected usage of the information(e.g. descriptor including program rate, program name, program source, channel number, start time, title, etc. - see page 11 section 5-page 42, section 6.8). However, Doc. A/65 does not specifically disclose data type of information is data type of a logo graphic to be displayed on a display screen, the logo graphic being associated with a broadcaster or

a source of an event in a DTV data, and the expected usage including a display option of the logo graphic.

Ozkan, in an analogous art, discloses a receiver receives plurality of tables/program specific information structures, and assembles information/objects in the tables/program specific information structure to produce an individual program and program guide for display to a user (see include, but are not limited to, page 7, paragraph 2), page 8, paragraphs 2, 4, figures 2-18). The data structure elements according to the invention principle may be conveyed in a format compatible with the Program and System Information Protocol for Terrestrial Broadcast and Cable referred to as the PSIP standard or other ATSC standard (page 5, lines 17-25, figures 1-2,18); Thus, the tables in this invention are referred to as PSIP tables; the PSIP table comprising an extended information descriptor including an information expected usage field that includes a first field describing an expected usage of the extra information (e.g. tables comprises information descriptor such as program titles, program source, channel number, time, etc. - see including, but are not limited to, page 6, line 1- page 13, line 23, figures 2-16), the expected usage including a display option of the extra information (e.g. the television signal comprises program guide that contains multimedia objects and provides a user interface the supports Emails, Internet browsing, home shopping, channel name, channel icon, etc.. Internet WebPages data or still images may be displayed in area 435 in response to user selection of preview icon – see including, but are not limited to, figure 2, page 8, lines 5-18). Therefore, it would have been obvious to

one of ordinary skill in the art at the time the invention was made to modify Doc. A/65 to use the teaching as taught by Ozkan in order to at least access data from different service providers easily by selection of icon on the interface (page 5, lines 1-10; page 7, lines 9-25, page 8, lines 6-18, page 10, lines 1-10). However, neither Doc. A/65 nor Ozkan explicitly discloses data type of logo graphic to be display on a display screen, wherein the logo graphic being associated with a broadcaster or a source of an event.

Knudson discloses the television program guide information and other data for services other than television program listing) are received and stored at a receiver, the receiver uses the program guide information and program guide application instruction to generates a program guide screen, the program guide screen contains logo graphic (e.g. logo graphics of channels, advertisements, etc. -see include, but are not limited to, col. 4, lines 47-58, col. 7, lines 41-64, col. 8, lines 30-37, figures 9-19). Thus, the program guide data, program guide application inherently contain code specifying a data type of a logo graphic to be displayed on the screen wherein the logo graphic being associated with a broadcaster or a source of an event in a DTV data stream so that the logo graphic such as logo graphic of broadcast channel (i.e., KNBC, FOX, STARZ, etc.) and logo graphic of advertisement are displayed on the display screen when the user select to display program guide by channel, by time, etc. (figures 5, 9-18). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Doc. A/65 in view of Ozkan to incorporate the teaching of using logo graphic being associated with a broadcaster or a source of an

event in a DTV data stream on a display screen as taught by Knudson in order to display unique graphic of source, broadcaster, etc. thereby allow user to select desired content/source more accurate.

Regarding claim 2, Doc A/65 in view of Ozkan and Knudson discloses a memory as discussed in the rejection of claim 1. Doc. A/65 further discloses the information type description and the extended information descriptor includes: a descriptor tag field; and a descriptor length segment (e.g. see including, but are not limited to, page 36 – page 42).

Regarding claim 3, Doc A/65 in view of Ozkan and Knudson discloses a memory as discussed in the rejection of claim 2. Doc. A/65 further discloses the descriptor tag field has a value for the information type descriptor and a value for an extended information descriptor field (see page 9, section 4.2, page 36-page 42). It would have been obvious to one of ordinary skill in the art to use a value of 0xC9 for the information type descriptor field and a value of 0xC8 for extended information descriptor field in order to achieve developer's desire.

Regarding claim 5, Doc A/65 in view of Ozkan and Knudson discloses a memory as discussed in the rejection of claim 1. Doc. A/65 further discloses the code included in the information type identification field characterizes the extra information as one of: an MPEG-formatted video file, an ASCII text file, JPEG formatted image file, or an MPEG

formatted audio file, (see including, but are not limited to, page 10, paragraph 2, page 18, paragraph 6, page 19, last paragraph, page 22, last paragraph, page 24, paragraph 1, page 30, paragraph 5, page 44, page 49, section C1 –page 52, page 70, section D1, page 78). Alternatively, Ozkan also discloses the coded included in the information type identification field characterizes the extra information as one of an MPEG-formatted video file, an ASCII text file, JPEG formatted image file, HTML-formatted text file – page 5, lines 12-20, page 8, lines 7-18, page 10, lines 1-10).

Regarding claim 6, Doc A/65 in view of Ozkan and Knudson discloses a memory as discussed in the rejection of claim 1. Doc. A/65 further disclosed the information type descriptor includes an information description length field; and an information description text field (page 18, section 6.3, page 24, page 30,section 6.5-page 42, section 6.8). Alternatively, Ozkan further discloses the information type descriptor includes information description length field and an information description text field (see figures 2, 6-16).

Regarding claim 7, Doc A/65 in view of Ozkan and Knudson discloses a memory as discussed in the rejection of claim 6. Doc. A/65 further discloses the information description length field identifies a length of the information description text field (e.g. rating description length field identifies a length of rating description text field – page 37, paragraph 7). Alternatively, Ozkan further discloses the information description length field identifies a length of the information description text field (e.g. information

description length identifies duration/size of program/object in program guide– figure 2, page 25, lines 1-18).

Regarding claim 8, Doc A/65 in view of Ozkan and Knudson discloses a memory as discussed in the rejection of claim 6. Doc. A/65 further discloses the information description text field includes text that characterizes the information associated with the virtual channel or an event in a DTV data stream (e.g. program title, rating, etc. see including, but is not limited to, page 26 – page 42). Knudson further discloses text that characterizes the logo graphic associated with the broadcaster or the source of the event in the DTV data stream (see figures 5, 9-18).

Regarding claim 9, Doc A/65 in view of Ozkan and Knudson discloses a memory as discussed in the rejection of claim 8. Doc. A/65 further discloses the information type identification field includes code description (e.g. program title, rating, etc.) corresponding to the text description in the information description text field (pages 24-42, 70-81).

Regarding claim 10, Doc A/65 in view of Ozkan and Knudson discloses a memory as discussed in the rejection of claim 1. Doc. A/65 further discloses the extended information descriptor further includes an information location length field (PID, channel, source, etc.); and an information location text field (e.g. channel name, program title, rating, etc. – pages 24-42, 71-80). Alternatively, Ozkan further discloses the extended

information descriptor includes an information location length field (program location, source, etc.) and an information location text field (location of object name/title, etc. figures 2, 6-16, page 8, lines 6-18).

Regarding claim 11, Doc A/65 in view of Ozkan and Knudson discloses a memory as discussed in the rejection of claim 1. Knudson further discloses logo graphic such as logo graphics for channels are displayed with the program guide, logo graphic for TCI advertisement displayed on the lower right corner, etc. (see include, but are not limited to, figures 9-12). Thus, it is obvious that the information expected usage further includes: a second field that describes the logo graphic as being advertisement or not, a third field that describes a location on a display screen where the creator of the extended information descriptor anticipates that a representation of the logo graphic should be position so that a specific logo graphic is displayed at a predetermined position on the screen.

Regarding claim 12, Doc A/65 in view of Ozkan and Knudson discloses a memory as discussed in the rejection of claim 1. Knudson further discloses the first field describes the logo graphic as extended event, extended EPG information that is to be displayed during an EPG display when an event is selected (e.g. when the "By channel" is selected, the EPG displayed logo graphics of plurality of channels – figures 5, 9-12); or extended even selected information that is to be displayed when an event is selected

(e.g. selected a logo graphic of channel to displayed further information of the program provided on that channel – figure 8).

Regarding claim 13, Doc A/65 in view of Ozkan and Knudson discloses a memory as discussed in the rejection of claim 10, Ozkan further discloses the information location length field identifies a remaining length of the extended information descriptor as determined by the information location text field (further information associated with the program title field, program channel field, web page field, etc. – figure 2).

Regarding claim 14, Doc A/65 in view of Ozkan and Knudson discloses a memory as discussed in the rejection of claim 10. Ozkan further discloses the information location text field includes a string of text that is interpreted as a URL (i.e. URL of web page or URL of WWW site – page 8, lines 6-18, page 10, lines 5-10, figure 2).

Regarding claim 15, Doc A/65 in view of Ozkan and Knudson discloses a memory as discussed in the rejection of claim 14. Ozkan further disclose the user access Internet address (e.g. URL 905) for additional information that is associated with the television program received at the receiver (page 8, lines 6-18, page 10, lines 1-10, page 12, liens 3-15, figure 2). The URL (i.e. URL address 905) is a reference to a data program within the DTV data stream or data external to the DTV data stream.

Regarding claim 16, Doc A/65 in view of Ozkan and Knudson discloses a memory as discussed in the rejection of claim 15. Ozkan further discloses the external data is from the world wide web (WWW) – WWW site – page 8, lines 6-18, page 10, lines 1-10, page 12, lines 3-15).

Regarding claim 17, Doc A/65 in view of Ozkan and Knudson discloses a memory as discussed in the rejection of claim 15. Ozkan further discloses the data from the WWW site and URL address (page 8, lines 6-18, page 10, lines 1-10, page 12, lines 3-15). Inherently, the data program within the DTV data stream is referenced with a path beginning as http:// www.

Regarding claim 18, Doc A/65 in view of Ozkan and Knudson discloses a memory as discussed in the rejection of claim 1. Doc A/65 further discloses a link between an information type descriptor and at least one of a virtual channel table and an event information table (page 9, page 11-33).

Regarding claim 19, Doc A/65 in view of Ozkan and Knudson discloses a memory as discussed in the rejection of claim 1. Doc. A/65 further discloses a link between the extended information descriptor segment and virtual channel table (pages 9-33).

Regarding claim 20, Doc A/65 in view of Ozkan and Knudson discloses a memory as discussed in the rejection of claim 1. Knudson further discloses the first field describes

the logo graphic as being at least one of: intended to be displayed during a displayed of an EPG (e.g. logo graphics of channels – figures 5, 9-12), or intended to be displayed independently of a displaying of an EPG (e.g., logo for TV guide interactive, or logo for advertisement – figures 15-16).

Regarding claim 21, Doc A/65 in view of Ozkan and Knudson discloses a memory as discussed in the rejection of claim 1. Ozkan further discloses the third field describes the location (position of the objects) as being lower right of the display screen (e.g. advertisement and animation may be displayed in area 437-figure 2, page 8, lines 6-18).

9. Claims 22 and 27 are rejected under 35 U.S.C. 103(a) as being unpatentable over Ozkan et al. (WO 99/20049) and Knudson et al. (US 6,526,577)

Regarding claim 22, Ozkan discloses a method to generate program and system information protocol (PSIP) data about digital television (DTV) content (page 5, lines 17-25, figures 1-18), the method comprising:

generating an information type descriptor including an information type identification field that contains a code specifying a type of graphic to be displayed on a display screen, the graphic being associated with a broadcaster or a source of an event in a DTV data stream (generating information type descriptor including an information type identification field that contain a code identifying a data type of graphic such as

channel icon, broadcaster icon, or source icon, title icon, etc. to be displayed on a display screen – see figures 2-17);

generating an extended information descriptor including an information expected usage field specifying an expected usage of the graphic, the expected usage including a display option of the graphic (e.g., generating information that when a particular graphic icon is selected, display information/content associated with the selected graphic icon – see include, but are not limited to, figures 1-17, page 7, line 12-page 8, line 18);

generating at least one PSIP table including the information type descriptor and the extended information descriptor (see page 5, lines 17-25, figures 3-17). However, Ozkan does not explicitly disclose data type of a logo graphic.

Knudson discloses receiving program guide data and program guide application instructions and generates a program guide screen, wherein program guide screen comprises logo graphics of channels, advertisements (see include, but are not limited to, figures 5, 1-15, col. 4, lines 47-58, col. 7, lines 54-64, col. 9, lines 59-67). Thus, a code specifying a data type of a logo graphic to be displayed on a display screen is inherently included program guide data/program guide application instructions so that the logo graphic of channel, advertisement are displayed on a display screen, wherein the logo graphic being associated with a broadcaster or a source of an event in a DTV data stream (e.g. logo graphic being associated with channel, advertisement, etc. – figures 5-16). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Ozkan to use the teaching of logo graphic as

taught by Knudson in order to display unique graphic of source, broadcaster, etc. thereby allow user to select desired content/source more accurate.

Regarding claim 27, Ozkan discloses a method to generate an extended program guide (EPG) display about content in a digital television (DTV) stream of data packets (generate program guide with multiple tables that contains links between objects, channel information, program name, start time, program rating, etc. see include, but are not limited to, figures 1-17), the method comprising:

receiving the DTV stream of data packets, the stream containing at least one program and system information protocol (receiving data packets in transport stream at the receiver, the stream containing tables in PSIP standard – see include, but are not limited to, page 5, lines 17-25, figures 1-18);

recognizing an information type descriptor and an extended information descriptor within the PSIP table, the information type descriptor includes an information identification field that contains a code specifying a data type of graphic to be displayed on a display screen, the graphic being associated with a broadcaster or an event in the DTV stream of data packet (recognizing (by the decoder) an information type descriptor and an extended information descriptor based on descriptor tag within PSIP table that contains a code specifying a data type of graphic icons such as graphic icons of channels. title, shopping, etc., the graphic associated with a broadcaster or an event in DTV stream of data packets such as graphic icon of channel, program title, program source, an event in EITs, program rating, etc. – see include, but are not limited to,

figures 1-18, page 7, line 12-page 9, line 4), the extended information descriptor includes an information expected usage field with includes a first field describing an expected usage of the extra graphic (e.g. master program guide comprising field that links to EIT, ETT tables and in EIT, ETT tables includes fields that link to program name, program time, program channel, program rating, program source, etc.) – see include, but are not limited to, figures 1-18).

A/65 further discloses system information allows navigation and access to each of the channels within the transport stream, whereas event description gives the user content information for browsing and selection (page 71, paragraph 1). Thus, the EPG display is inherently generated based on at least one of the code included in the information type identification field and the expected usage described in the first field (i.e. events in master program guide, in EIT, in ETT, such as program name, channel, start time, etc.). However, A/65 does not specifically disclose the expected usage including a display option of the extra information.

generating the EPG display as a function of at least one of the code included in the information type identification field and the expected usage described in the first field (generating EPG display based on program type, channel, size, object position, etc. – figure 2). However, Ozkan does not explicitly disclose using logo graphic on the display screen, wherein the logo graphic being associated with a broadcaster or a source of an event.

Knudson discloses receiving program guide data and program guide application instructions and generates a program guide screen, wherein program guide screen comprises logo graphics of channels, advertisements (see include, but are not limited to, figures 5, 1-15, col. 4, lines 47-58, col. 7, lines 54-64, col. 9, lines 59-67). Thus, a code specifying a data type of a logo graphic to be displayed on a display screen is inherently included program guide data/program guide application instructions so that the logo graphic of channel, advertisement are displayed on a display screen, wherein the logo graphic being associated with a broadcaster or a source of an event in a DTV data stream (e.g. logo graphic being associated with channel, advertisement, etc. – figures 5-16). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Ozkan to use the teaching of logo graphic as taught by Knudson in order to display unique graphic of source, broadcaster, etc. thereby allow user to select desired content/source more accurate.

Conclusion

10. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

Klopfenstein (US 7,024,676 B1) discloses system for acquiring and processing broadcast programs, program guide and channel identification data.

Bruck et al. (US 7,143,428) discloses concurrent viewing of a video programming and of text communications concerning the video programming.

11. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Son P. Huynh whose telephone number is 571-272-7295. The examiner can normally be reached on 9:00 - 6:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Christopher S. Kelley can be reached on 571-272-7331. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Son P. Huynh

March 02, 2007